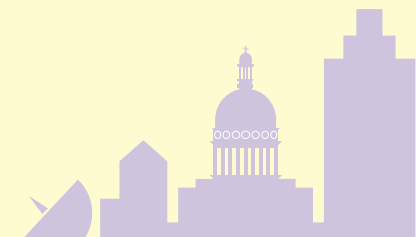


# New Jersey the smart business move



**New Jersey Commerce News**

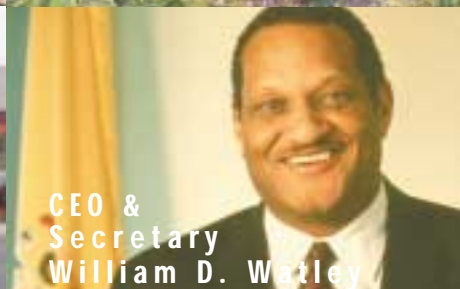
Winter/Spring 2003 Volume 1

Trade Mission:  
Greece  
and Bulgaria  
p.3

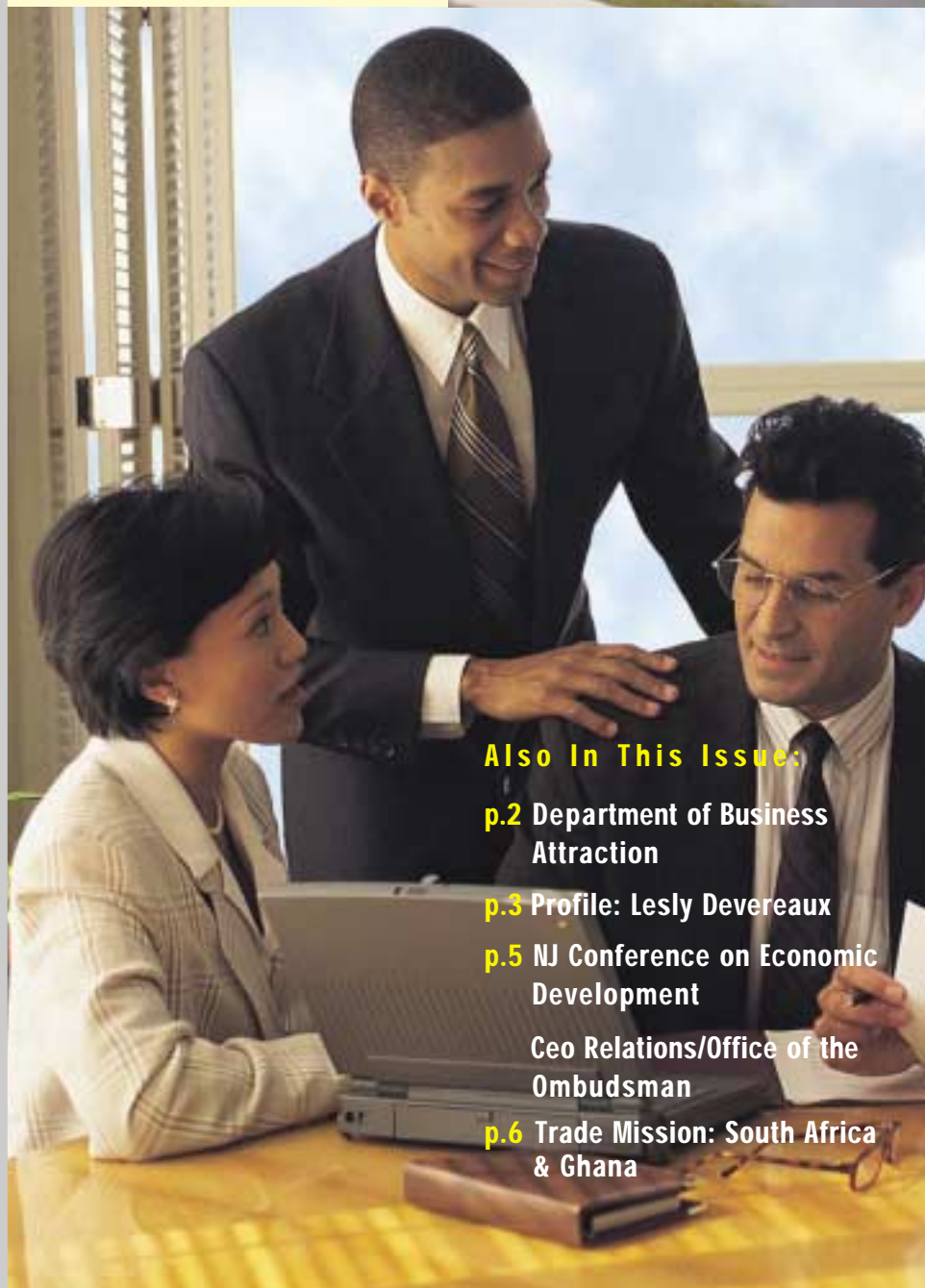


Urban  
Enterprise  
Zones: Camden  
p.2

Tourism  
Marketing  
Campaign  
p.4



CEO &  
Secretary  
William D. Watley



## Also In This Issue:

**p.2** Department of Business  
Attraction

**p.3** Profile: Lesly Devereaux

**p.5** NJ Conference on Economic  
Development

Ceo Relations/Office of the  
Ombudsman

**p.6** Trade Mission: South Africa  
& Ghana

## C E O M E S S A G E :

# w e l c o m e !

Dear Friends:

Welcome to the inaugural edition of  
New Jersey Commerce News.

Inside, you will learn more about our activities, and of the business opportunities and advantages that have become synonymous with the Garden State. Moreover, you will get a better understanding of the work that New Jersey Commerce does throughout the State, its vision for leading a new era of economic growth and opportunity, and how your business can take part, enjoying a first-class seat for what we anticipate will be an exciting and prosperous journey into the months and years ahead.

The New Jersey Commerce & Economic Growth Commission (New Jersey Commerce) is both ready and able to help your business succeed – whatever shape, size or specialty – in a challenging domestic and global marketplace.

Sincerely,

**William D. Watley**  
CEO & Secretary  
New Jersey Commerce & Economic  
Growth Commission

## Department of Business Attraction and Development Assists Businesses with Economic Development

The Department of Business Attraction and Development is responsible for encouraging new companies to relocate to New Jersey, expanding the facilities of existing companies, and retaining those that are presently located in the Garden State. The Department also provides permitting and regulatory assistance and business research. It assists business relocation and expansion projects through such services as recommending site selection, offering information on financing programs and other incentives, and serving as a liaison between the business community and all levels of government.

Businesses already established in New Jersey, or those seeking to relocate here, are served by account executives who meet directly with the firms to identify challenges and opportunities, uncover and resolve problems and help companies take advantage of business financing, incentive and grant programs.

Recently, Secretary Watley attended a ribbon-cutting ceremony for Lotito Foods, a cheese and Italian food manufac-



turing facility in Paterson that the Department of Business Attraction and Development assisted in a variety of ways including financing, permitting and licensing support, and training assistance. The company received bond financing for more than \$1,000,000 and a direct loan for \$200,000 by New Jersey Commerce's sister agency – the New Jersey Economic Development Authority.

Recognizing that successful economic development activities rely on cooperation and strong partnerships, the Department of Business Attraction and Development stands ready to assist businesses. For additional information, call Stanley McDaniel, Director of Business Attraction and Development, at 609.633.3617.

## Mt. Ephraim Avenue Corridor: An Urban Enterprise Zone in Action

Few programs have proven more enduring and successful than New Jersey Commerce's nationally acclaimed Urban Enterprise Zone (UEZ) Program. Since 1984, it has been a hallmark for urban revitalization and a cornerstone for economic growth and development.

From the northern reaches of the state to its southern tip, there have been dozens upon dozens of success stories made possible through New Jersey's renowned UEZ program. Due to this success, the number of UEZs has expanded from an

where \$500,000 in UEZ grants helped rebuild the commercial area along the Mt. Ephraim Avenue corridor. The Mt. Ephraim Avenue corridor is a commercial district in the Southeast corner of Camden that was a collection of abandoned strip shopping centers until funding was received from the New Jersey Economic Development Authority to renew the facades of the anchor stores. This stimulated revitalization of the remaining commercial property in the area that had been abandoned and foreclosed for unpaid taxes.

The UEZ grants allowed for renovation of the Pathmark anchor store and shopping center and

Moreover, the program has helped create 65,070 full-time and 5,000 part-time jobs within the zones.

the development of a United States Postal Service letter carrier sorting facility that services the Camden delivery area. Shortly after the post office project was announced, two sites that held abandoned restaurants were purchased and redeveloped into a new Dunkin' Donuts and AutoZone. Blockbuster also opened a new video rental store on a vacant area on the Pathmark site. The project created a site that now has over 30 employees, with 70 jobs projected over the next two years. The postal service relocated approximately 250 jobs into their site and the other stores added an additional 75 new full- and part-time jobs.

The state's UEZ program is an effective, efficient tool for urban redevelopment. This reputation was solidified in 1997, when the non-partisan National Association of State Development Agencies called the Garden State's UEZ program the "best in the nation," citing its creation of many thousands of jobs and billions in private investment.



**Renewed facades of anchor stores on the Mt. Ephraim Avenue corridor has stimulated revitalization of commercial properties in the area.**

original 10 in 1984 to the 30 zones in 35 municipalities today. Moreover, the program has helped create 65,070 full-time and 5,000 part-time jobs within the zones. This represents a total private investment estimated at \$13.8 billion by these businesses. New Jersey's unwavering commitment to urban revitalization is illustrated in places such as Camden,

## Trade Missions to Greece and Bulgaria Show Great Business Promise for New Jersey



**Secretary William D. Watley with Kostas Karamalis, President of the New Democracy Party of Greece.**

New Jersey Commerce coordinated a trade mission to Greece and Bulgaria on December 6-13, 2002. In 2002, New Jersey exports to Greece totaled \$35 million while exports to Bulgaria totaled \$5.8 million. The mission showed great promise and will translate into increased revenue for New Jersey firms.

The Greek market presented numerous prospects for New Jersey businesses. These include contract opportunities for

reconstruction of the Balkans, the 2004 Olympic Games and major infrastructure projects. Companies traveling on the mission attended matchmaking sessions and meetings organized by NJ Commerce. As a result, a number of companies have been invited back to Greece for further discussions.

While in Athens, Secretary Watley addressed attendees of the Greek Economy Conference, citing a common interest in business, trade and economic cooperation to create jobs and prosperity. That meeting resulted in renewed enthusiasm and sincere commitments among the attendees.

As a follow-up to an earlier meeting with Bulgarian Deputy Prime Minister Nikolay Vassilev, Secretary Watley traveled to Bulgaria for mutual trade discussions. The delegation's visit to Bulgaria was a groundbreaking endeavor into Eastern Europe where Commerce officials advocated for access to privatization and economic growth markets. Secretary Watley

**"The engagements that we had with the various Greek Telecomm companies will result in some important projects in IP Telephony for EZNET Technologies."**

**Chris Vaios,  
President & CEO  
EZNET Technologies**

also spoke before the American-Chamber of Commerce in Sophia about business cooperation opportunities. Gene Sieczko of L-3 Communications commented: "I have been invited for follow-up ses-

sions in both countries and believe that New Jersey and L-3 Communications will benefit from the visit."

## Profile: Lesly Devereaux, Chief of Staff

In January 2002, Lesly R.H. Devereaux became the first African American female Chief of Staff of the New Jersey Commerce & Economic Growth Commission. "Ms. Devereaux comes to state government and the McGreevey Administration with an extensive background in law," Secretary Watley stated. "She has advised the municipalities of Piscataway and East Orange and managed a private practice."



"Having worked in both the private and public sector, I am aware of how both have unique needs and depend on one another for maximum growth," comments Devereaux. "My prior experience with organization and management allows me to apply that knowledge to the infrastructures of government, where I am responsible for managing internal operations," says Devereaux.

This position is but one of many "firsts" for Lesly Devereaux. She was the first African American female Municipal Court Judge in Middlesex County. She was also Municipal Prosecutor for the City of Newark Law Department, the Assistant Prosecutor Trial Section for the Office of the Essex County Prosecutor, Municipal Prosecutor for the City of East Orange, Municipal Public Defender within the Township of Montclair, Municipal Prosecutor for Piscataway Township, an Attorney for the City of Newark Law Department/Housing and Code Compliance Litigation.

"The sum of my experiences has certainly led me to my present position at New Jersey Commerce," says Devereaux. "I am excited about this opportunity and consider it a tremendous honor and privilege to be a part of the McGreevey administration and Secretary Watley's team."

Devereaux is a graduate of Howard University School of Law in Washington, DC, where she received her juris doctor in 1986. She is also a graduate of Rutgers University in Newark, New Jersey, where she received her Bachelor of Arts Degree in Business Administration. In 1986, Devereaux passed the New York State Bar and in 1987, the New Jersey State Bar where she was admitted to the United States District Court (District of New Jersey).

Devereaux's top priority is to attract businesses to New Jersey to ensure economic development and economic growth and the creation of jobs.



# New Jersey's Tourism Campaign

## A Leading Supermarket Chain Helps Market Tourism To New Jersey Residents

More than 1 million shoppers at Kings Super Markets have literally carried New Jersey's tourism message home when they packed their groceries this past Fall. New Jersey



Commerce's partnership with Kings, a leading supermarket chain, is the first of its kind and provides a unique strategy to market New Jersey's diverse tourism industry.

In addition to the grocery bags, shoppers were treated to New Jersey's new 2003 Weekly Planner of Events, produced by NJ Commerce and the Office of Travel & Tourism. The planner is an illustrated, yearlong guide presented in "week-at-a-glance" format. It lists corresponding events on each weekly calendar page with dates and spaces for individual notations. The state's diverse ethnic make-up is reflected in its wide range of cultural events, from Japanese KODO presentations in several locations to St Ann's Italian Festival in Hoboken (home of Frank Sinatra), Victorian Days in Belvedere and Cape May and an American Indian Arts Festival on the Rankokus Reservation.

New Jersey Commerce's partnership with Kings, a leading supermarket chain, is the first of its kind and provides a unique strategy to market New Jersey's diverse tourism industry.

"This handsomely illustrated year long guide is a unique way to stay abreast of interesting happenings in the Garden State, while maintaining your own 'to do' calendar," said Nancy Byrne, Executive Director of the Office of Travel & Tourism.

The campaign was very successful and inspired travel consumers to visit New Jersey's tourism web site. The website, [www.visitnj.org](http://www.visitnj.org), gives a full menu of events and activities throughout the State. New Jersey Commerce supports the State's \$31 billion tourism industry, which supports 836,000 jobs and generates \$3.8 billion in state tax revenues. Tourism is New Jersey's second largest industry sector behind pharmaceuticals.

## The Weekly Planner's Companion: The 2003 Travel Guide

An impressionistic watercolor depicting Morristown's Towne Greene covers the 2003 edition of the New Jersey Travel Guide. The painting is by acclaimed Czech-born artist

Kamil Kubik, who escaped from his native Czechoslovakia when the Communists seized power in 1948 and wandered the world, painting stage sets in Australia and portraits in London and San Francisco before he settled on the nature and street scenes for which he is best known. New Jersey has large Czech and Eastern European communities.

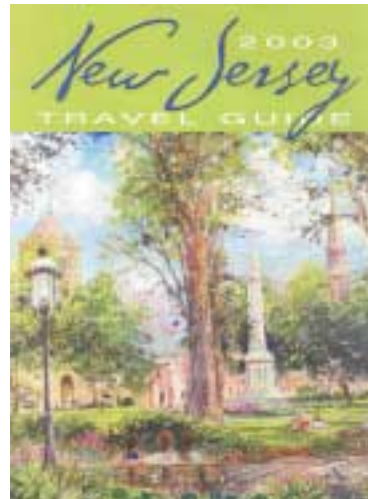
"... a unique way to stay abreast of interesting happenings in the Garden State, while maintaining your own 'to do' calendar."



"The painting, with the memorial and American flag prominently featured, hopefully will remind people of the revolution that let us become a democratic melting pot," says Byrne.

New Jersey's 2003 Travel Guide contains everything a visitor (or resident) might want to know about the State's attractions. It's all presented in easy-to-reference categories, with alphabetical indexes to towns and attractions, maps, calendars of events, transportation and contacts for further help.

For more information and to order a copy of the Weekly Planner of Events or its companion publication, the 2003 New Jersey Travel Guide, contact the New Jersey Office of Travel & Tourism, at 1-800-VISITNJ (847-4865); or check the website, [www.visitnj.org](http://www.visitnj.org)



## New Jersey's Conference on Economic Development Presents Options and Opportunities

New Jersey Commerce recently held an all day statewide economic development conference at the East Brunswick Hilton. Organized by Commerce in partnership with the New Jersey Economic Development Authority, Prosperity New Jersey and the Economic Development Association of New Jersey, the conference was attended by approximately 1,200 business, government and community leaders.

"There are many dimensions to economic development in New Jersey," said Secretary Watley. "From financing programs and environmental issues to urban development, redevelopment and smart growth, New Jersey is unique in the way it practices economic development."

The conference drew a wide range of attendees from various industries and geography. The conference theme, Opportunities & Perspectives on Economic Development, stimulated forward-thinking discussion from a series of panels that covered issues such as tax incentives, urban development programs and better ways to borrow money.

Conference participants heard from Governor James E. McGreevey about state policies and initia-

tives that are designed to foster economic growth and attract and retain businesses. In addition, an impressive list of speakers and panelists offered their insights and experiences on successful economic development practices.

### Save the Date!



## CEO Relations/Office of the Ombudsman Promotes Commission's Mission

The primary purpose and function of the CEO Relations/Office of the Ombudsman is to promote the New Jersey Commerce mission to be the lead agency for economic development in New Jersey, and the State's chief business advocate. The Office's mission is to direct a comprehensive, sustained effort to assist businesses in dealing efficiently with NJ regulations. The existence of this office demonstrates Secretary Watley's unwavering commitment to economic prosperity and sustained growth for New Jersey's business community.

The CEO Relations office has created a system where businesses have direct access to Secretary Watley to voice their concerns regarding government incentives, regulations and general business issues. There is a clear intake protocol for inquiries, complaints and requests from businesses. Other inquiries come through industry and account representatives, letters and telephone calls. The system allows for prompt referral of cases to the appropriate agencies thereby providing the highest level of customer service. To keep the system operating efficiently, monthly referral reports are sent to state agencies and to Secretary Watley.

The system allows for prompt referral of cases to the appropriate agencies thereby providing the highest level of customer service.

To further promote efficiency and responsiveness within the Office, several new initiatives have been implemented. They include:

- A series of Business Breakfast Roundtables at various community college locations;
- The publication of NJ Commerce News, a newsletter that provides useful and timely information to constituents;
- A series of economic development conferences and workshops for information exchange: a small business conference and a comprehensive economic development conference to be held in the Spring and Fall of each year, respectively.

The CEO Relations/Office of the Ombudsman is using the existing network of Commerce Commission Account Executives, who are assigned to various regions and industries, to promote and market this initiative. In addition, an outreach program has been developed to encourage county and local economic development officials to take advantage of the CEO Relations/Office of the Ombudsman's services.

For more information, please contact Fleeta J. Barnes, Vice President, CEO Relations and Business Attraction at (609) 292-3979.

# New Jersey Prepares for its First Trade Mission to South Africa and Ghana

On January 27, 2003, Commerce Secretary William D. Watley convened a daylong conference on doing business in Africa. "Africa is the world's second largest continent, with 750 million people, vast natural resources and growing markets," said Watley in his welcoming remarks. "Economic needs in South Africa and Ghana match many economic strengths of New Jersey companies."

New Jersey Africa  
Trade and Business Mission

Foreseeing the potential partnering opportunities between New Jersey and these developing African countries, over 200 New Jersey business people attended, in anticipation of the New Jersey Commerce's first-ever trade mission to South Africa and Ghana, May 10-22, 2003.

"Both countries have established frameworks that provide easy access for American businesses," Watley added. "South Africa gives American products most-favored nation tariff rates and encompasses sophisticated financial institutions and capital markets, good communication infrastructure, inexpensive electrical power and raw materials. Ghana's current

government is dedicated to encouraging foreign investment as a cornerstone of the country's future economic policies. This can be a win-win situation for all involved."

New Jersey Commerce's market research indicates a wealth of opportunities for New Jersey businesses to penetrate these emerging global markets. Among those with the strongest immediate potential are telecommunications, pharmaceuticals, environmental services, agriculture, cellular telephony, computer software and services, eco-tourism, security and safety equipment, chemicals, mining and minerals.

" Africa is the world's second largest continent, with 750 million people, vast natural resources and growing markets. "

New Jersey is ranked 8th among all states in volume of exports to world markets. During the past fiscal year, the state exported

\$26 billion worth of goods worldwide. In terms of foreign direct investment, New Jersey ranks as the 8th largest state with \$35.4 billion.



**New Jersey Commerce &  
Economic Growth Commission**  
20 West State Street  
P.O. Box 820  
Trenton, NJ 08625-0820